

We Claim:

1. An portfolio investment management system comprising:
 - an asset allocation strategy recommendation module adapted to receive investment goal information and investor risk tolerance level information from a user, said investment goal information including at least one of an initial investment amount or estimated contributions, and an estimated withdrawal target date, the asset allocation strategy recommendation module determining a percentage allocation for a plurality of asset classes,
 - an asset allocation strategy execution module adapted to execute the determined asset allocation strategy, and
 - a rebalancing execution module adapted to automatically rebalance the portfolio upon a predetermined condition without any further input from the user.
2. The system of claim 1, wherein the predetermined condition is a predetermined date.
3. The system of claim 1, wherein the predetermined date is an anniversary date of the portfolio's creation date.
4. The system of claim 1, wherein the predetermined condition is an additional investment into the portfolio.

5. The system of claim 4, wherein the additional investment is greater than or equal to a predetermined threshold.
6. The system of claim 4, wherein the additional funds are invested pro rata in accordance with the portfolio's asset allocation as of the date of the additional investment.
7. The system of claim 1, wherein the asset allocation strategy execution module executes trade orders in a tax aware manner.
8. A method for portfolio management using an electronic investment management system, comprising:
 - a. receiving initial investment information from a user, including initial investment amount and financial goal information, into the electronic investment management system;
 - b. receiving risk tolerance level information from the user into the electronic investment management system;
 - c. determining a recommended asset allocation strategy for the investment portfolio based on the received investment information and risk tolerance level information;
 - d. implementing the recommended asset allocation strategy by the investment management system; and

- e. automatically rebalancing the portfolio upon a predetermined condition.
9. The method of claim 8, wherein the predetermined condition is a predetermined date.
10. The method of claim 9, wherein the predetermined date is an anniversary date of the portfolio's creation date.
11. The method of claim 8, additionally comprising:
 - f. receiving additional investment information from the user.
12. The method of claim 11, additionally comprising:
 - g. automatically rebalancing the portfolio upon receiving the additional investment information.
13. The method of claim 11, wherein the predetermined condition is the additional investment being greater than or equal to a predetermined threshold.
14. The method of claim 11, wherein the additional funds are invested pro rata in accordance with the portfolio's asset allocation as of the date of the additional investment.

15. The method of claim 8, wherein executing the rebalancing step (e) makes trade orders in a tax aware manner.